Marlboro

Monthly Topline Response Report

June 18, 1996

Data as of Database Update
Completed 06/13/96

2072843326

Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

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Unlimited Direct

All-In-One Mailing

Drop Dates: 12/95 Expiration Dates: 4/30/96 (Sweeps) 6/30/96 (Coupon) 10/31/96 (Unlimited Gear)

Objectives

- Merchandise new Marlboro Unlimited Gear.
- Generate incremental volume among competitive smokers with coupon offers ((3) $3.00 Off Carton Coupons).
- Provide sweepstakes entry form.

Findings This Month

- Continuity response is tracking slightly under 1995 Gear Direct.
- The majority of coupon responders are redeeming all coupons delivered.
- Marlboro adult smokers' response to sweeps and continuity is exceeding that of competitive adult smokers'.
- Coupon response (coupons not delivered to Marlboro smokers) is driving high overall responder rates of competitive smokers.

Responders by Key Audiences

Audience	Available Mailed Quantity	Overall Responders		
		Responders	Responder Rate	Index[1]
Marlboro Smokers				
Responders/Redeemers	4,270,512	417,477	9.8%	111
Other YAMS	63,837	1,660	2.6%	30
Other YAFS	159,131	4,422	2.8%	32
Acute Non-Responders	775,617	49,444	6.4%	73
New Names	108,431	2,139	2.0%	23
YAM BM Test	54,855	1,725	3.1%	35
Redeemer BM Test	21,964	1,239	5.6%	64
Total - Marlboro	**5,454,347**	**478,106**	**8.8%**	
Competitive Smokers				
Camel Redeemers	40,578	18,675	46.0%	216
Camel Non-Redeemers	693,938	196,360	28.3%	133
Winston Redeemers	37,617	19,284	51.3%	241
Winston Non-Redeemers	1,071,819	301,502	28.1%	132
Newport Redeemers	11,389	4,164	36.6%	172
Newport Non-Redeemers	528,341	76,796	14.5%	68
Other Redeemers	420,942	151,257	35.9%	168
Other Responders	1,302,452	385,117	29.6%	139
Other Non-Responders	584,748	106,261	18.2%	85
Other Acute Non-Responders	351,968	96,980	27.6%	130
New Names	211,876	39,601	18.7%	88
Total - Competitive	**5,255,668**	**1,381,902**	**21.3%**	

[1] Specific audience responder rate indexed to overall rate for Marlboro or Competitive adult smokers.

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Get this info for MCS & Kear

Marlboro Monthly Topline Response Report (program end tallys could be different; higher value items towards end)

Unlimited Gear Response

Audience	Unlimited Gear Responders: Responders	Responder Rate	Items Ordered	Avg. Items/ Responder	Avg Miles/ Responder
Marlboro Smokers					
Responders/Redeemers	142,439	3.3%	391,060	2.7	1,290
Other YAMS	344	0.5%	1,125	3.3	2,515
Other YAFS	783	0.5%	2,439	3.1	1,164
Acute Non-Responders	15,817	2.0%	45,169	2.9	1,278
New Names	455	0.4%	1,439	3.2	1,228
YAMS BM Test	365	0.7%	1,019	2.8	1,046
Redeemers BM Test	300	1.4%	918	3.1	1,438
Total - Marlboro	**160,503**	**2.9%**	**443,169**	**2.8**	**1,290**
Competitive Smokers					
Camel Redeemers	1,460	3.6%	3,404	2.3	933
Camel Non-Redeemers	3,312	0.5%	8,487	2.6	956
Winston Redeemers	1,278	3.4%	3,330	2.6	1082
Winston Non-Redeemers	4,825	0.5%	12,905	2.7	1020
Newport Redeemers	316	2.8%	797	2.5	974
Newport Non-Redeemers	1,510	0.3%	3,913	2.6	978
Other Redeemers	12,407	2.9%	33,478	2.7	1,204
Other Responders	10,669	0.8%	29,402	2.8	1,135
Other Non-Responders	1,904	0.3%	5,058	2.7	939
Other Acute Non-Responders	2,324	0.7%	6,187	2.7	1,037
New Names	856	0.4%	2,329	2.7	2,109
Total - Competitive	**40,861**	**0.7%**	**109,290**	**2.7**	**1,179**

How defined?

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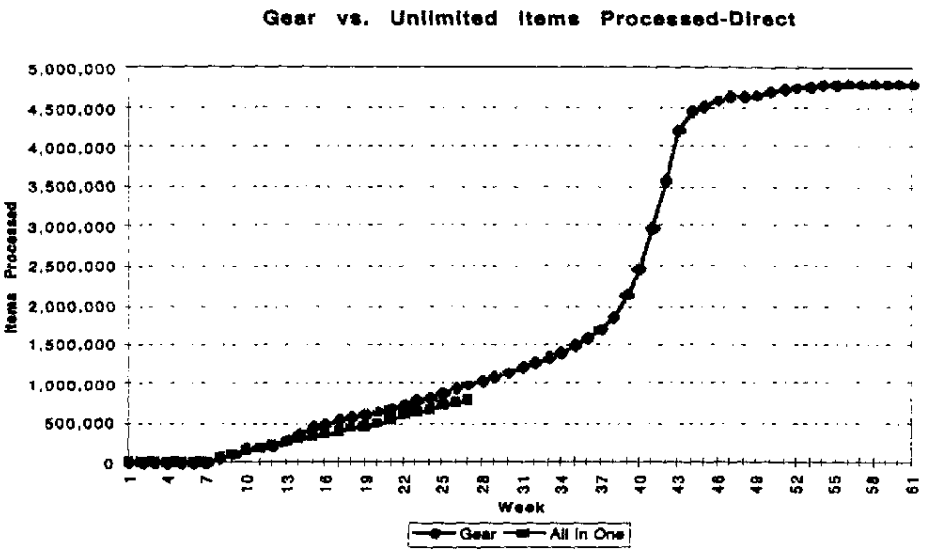
Unlimited Gear Response

Unlimited Gear Orders Processed [2]

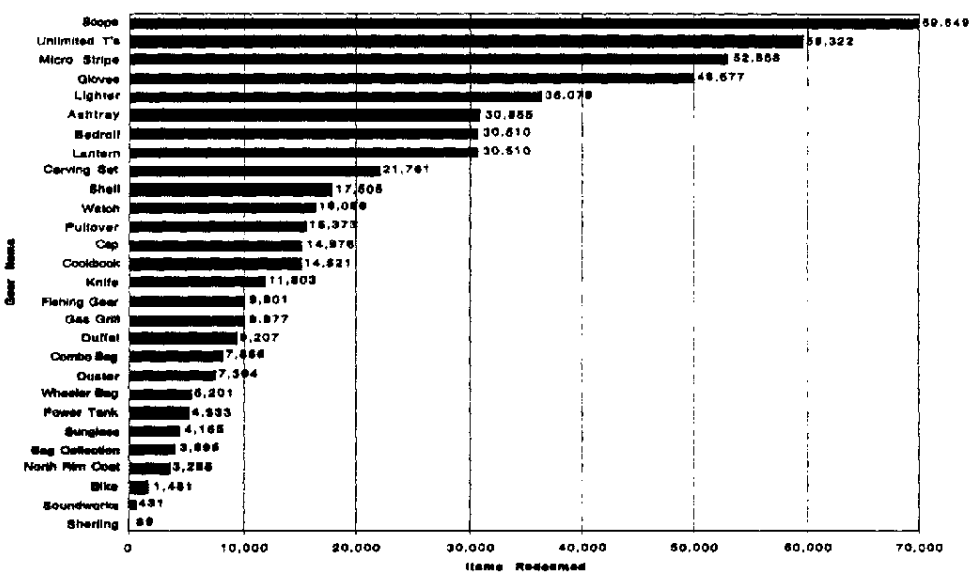


Unlimited Gear Responses Loaded to Database

for all vehicles?

breakdown by age + gender?

look at final numbers for MCS+gear



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[2] Orders processed are the number of items received and keyed at NeoData, Responses (previous page) are the number of items loaded to the Database.

Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Coupon Responses

How "deep" did we go in DB ie all "Camel smokers or subset which

Audience	Coupon Responders	Responder Rate	Coupon Responses	Coupons/ Responder
Competitive Smokers				
Camel Redeemers	13,076	32.2%	39,183	3.0
Camel Non-Redeemers	126,999	18.3%	374,072	2.9
Winston Redeemers	14,344	38.1%	43,022	3.0
Winston Non-Redeemers	225,605	21.1%	661,367	2.9
Newport Redeemers	2,749	24.1%	8,170	2.9
Newport Non-Redeemers	53,564	10.1%	158,129	3.0
Other Redeemers	105,153	25.0%	314,135	3.0
Other Responders	271,263	21.0%	826,686	3.0
Other Non-Responders	75,628	12.9%	223,171	3.0
Other Acute Non-Responders	67,154	19.1%	200,147	3.0
New Names	28,220	13.3%	83,137	2.9
Total - Competitive	**983,755**	**19.0%**	**2,988,589**	**3.0**

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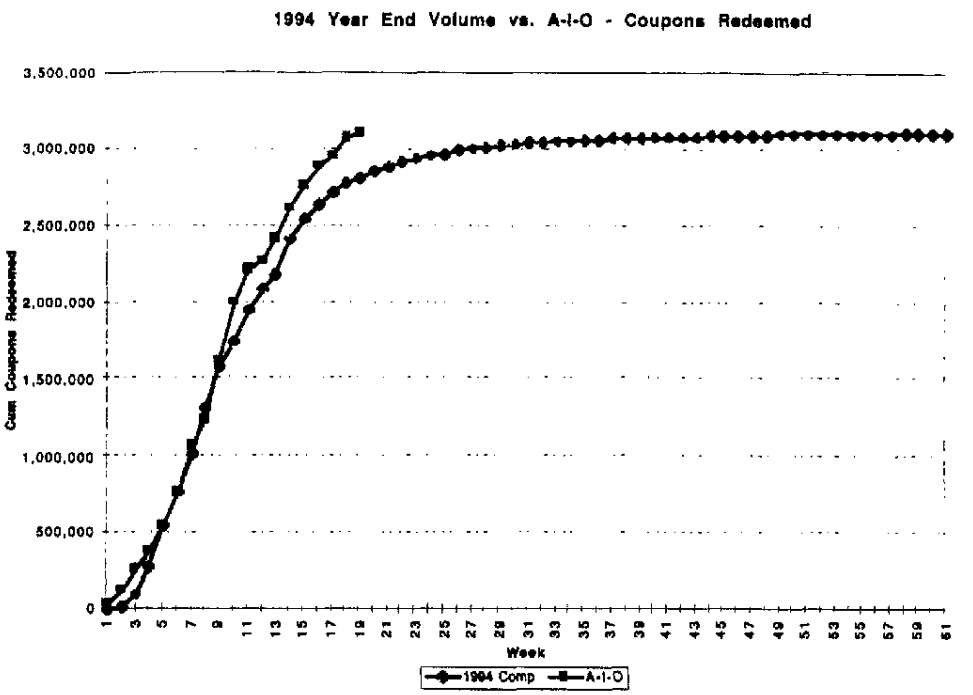
Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Coupons Processed [3]



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[3] Coupons processed are the number of coupons received and redeemed at CMS, Responses (previous page) are the number of coupons loaded to the Database.

Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Sweeps Responses

Audience	Sweeps Responders		
	Responders	Responder Rate	Index[4]
Marlboro Smokers			
Responders/Redeemers	305,459	7.2%	113
Other YAMS	1,373	2.2%	34
Other YAFS	3,736	2.3%	36
Acute Non-Responders	36,552	4.7%	73
New Names	1,734	1.6%	25
YAM BM Test	1,428	2.6%	41
Redeemer BM Test	997	4.5%	70
Total - Marlboro	**351,279**	**6.4%**	
Competitive Smokers			
Camel Redeemers	4,736	11.7%	279
Camel Non-Redeemers	28,323	4.1%	98
Winston Redeemers	3,892	10.3%	245
Winston Non-Redeemers	37,533	3.5%	83
Newport Redeemers	944	8.3%	197
Newport Non-Redeemers	10,933	2.1%	50
Other Redeemers	29,539	7.0%	166
Other Responders	72,666	5.6%	133
Other Non-Responders	13,759	2.4%	57
Other Acute Non-Responders	12,011	3.4%	81
New Names	5,931	2.8%	66
Total - Competitive	**220,267**	**4.2%**	

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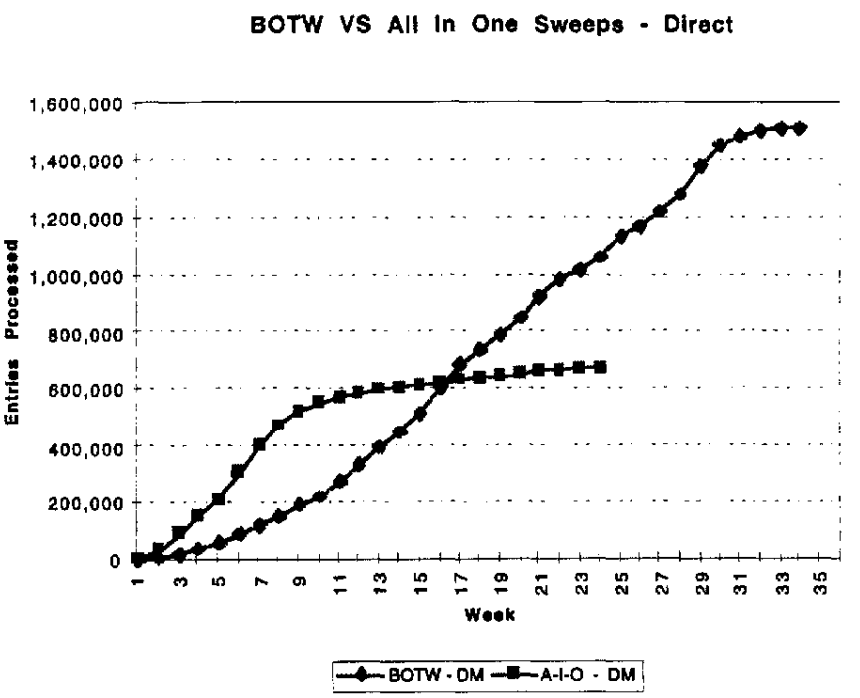
[4] Specific audience responder rate indexed to overall rate for Marlboro or Competitive adult smokers.

Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Sweeps Entries Received [5]



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[5] Sweeps entries received are the number of sweeps entries received at DL Blair, Responses (previous page) are the number of sweeps entries loaded to the Database.

Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Program Background

Audience

Program/ Phase/Cells		Audience	Response Devices
Marlboro Smokers			
95291A	1-4,17	Redeemers/Responders	Continuity; Sweeps; RAF Survey
	6 & 7	YAMS	
	8 & 9	YAFS	
	10-14,20	Acute Non-Responders	
	18 & 19	New Names	
Bonus Mile Test (Marlboro Smokers)			
95291A	15	YAMS	Continuity; Sweeps;
	16	Redeemers	Bonus Miles; RAF Survey
Competitive Smokers			
95291A	25,26,33,34	Camel Redeemers	Continuity; Sweeps;
	27,28,35,36,65,66	Camel non-Redeemers	Bonus Miles, RAF Survey;
	37,38	Winston Redeemers	(3) $3.00 Off Carton Coupons
	39,40,67	Winston Non-Redeemers	
	21,22,29,30	Newport Redeemers	
	23,24,31,32,63,64	Newport Non-Redeemers	
95291A	42,43	Other Redeemers	Continuity; Sweeps;
	44,45,52,53	Other Responders	RAF Survey;
	48-51,54-61	Other Non-Redeemers/Responders	(3) $3.00 Off Carton Coupons
	62,68,69,71-77	Other Acute Non-Responders	
	46,47,70	New Names	

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Unlimited Direct

Video Mailing

Drop Dates: 1/96

Expiration Dates: 4/30/96 (Sweeps) 10/31/96 (Unlimited Gear)

Objectives

- Generate excitement towards the Marlboro Unlimited promotion among Key Competitive adult smokers.
- Encourage participation via a follow-up mailing to Key Competitive recipients of the All-In-One Mailing

Findings This Month

- Sweepstakes response is currently driving overall response.
- Response vehicles were not OCR coded, so many responses can not be linked back to a specific individual. Thus, over 55% of the overall response is reported in an unknown segment.

Responders by Key Audiences

Audience	Available Mailed Quantity	Overall Responders		
		Responders	Responder Rate	Index[6]
Competitive Smokers				
Unknown Segment	na	6,122	na	
Newport Redeemers, 21-29	2,917	135	4.6%	115
Newport Non-Redeemers, 21-29	108,875	1,269	1.2%	30
Newport Acute Non-Responders, 21-29	9,854	161	1.6%	40
Camel Redeemers, 21-29	9,920	545	5.5%	138
Camel Non-Redeemers, 21-29	105,224	1,904	1.8%	50
Camel Acute Non-Responders, 21-29	33,385	652	1.9%	48
Total	**270,175**	**10,788**	**4.0%**	

respond to what?

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[6] Responder rate indexed to overall responder rate.

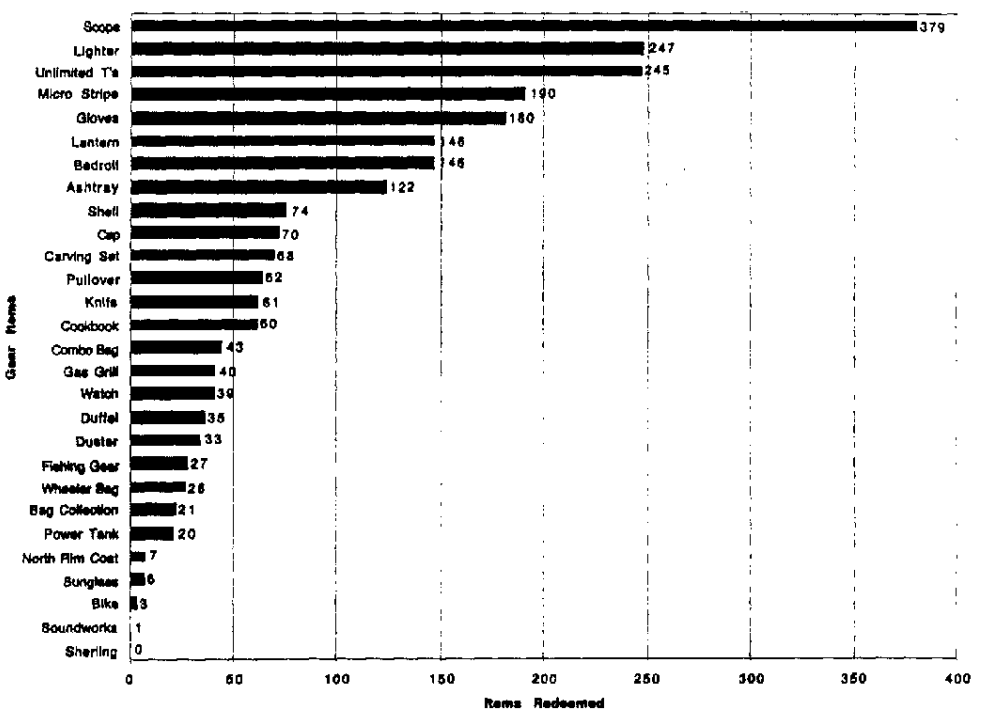
Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Unlimited Gear Response

Audience	Unlimited Gear Responders		
	Responders	Responder Rate	Index[7]
Competitive Smokers			
Unknown Segment	1,037	na	
Newport Redeemers, 21-29	11	0.4%	80
Newport Non-Redeemers, 21-29	39	0.1%	80
Newport Acute Non-Responders, 21-29	9	0.0%	0
Camel Redeemers, 21-29	64	0.6%	120
Camel Non-Redeemers, 21-29	67	0.1%	20
Camel Acute Non-Responders, 21-29	30	0.1%	20
Total	**1,257**	**0.5%**	

Unlimited Gear Response

Unlimited Gear Responses Loaded to the Database



[7] Responder rate indexed to overall responder rate.

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Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Sweeps Responses

Audience	Sweeps Responders		
	Responders	Responder Rate	Index[8]
Competitive Smokers			
Unknown Segment	5,209	na	
Newport Redeemers, 21-29	125	4.3%	119
Newport Non-Redeemers, 21-29	1,237	1.1%	30
Newport Acute Non-Responders, 21-29	153	1.5%	42
Camel Redeemers, 21-29	500	5.0%	139
Camel Non-Redeemers, 21-29	1,851	1.8%	50
Camel Acute Non-Responders, 21-29	627	1.9%	53
Total	**9,702**	**3.6%**	

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[8] Responder rate indexed to overall responder rate.

Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Program Background

Audience

Program/ Phase/Cells		Audience	Response Devices
Competitive Smokers			
95293A	1	Newport Redeemers	Continuity and Sweeps
	2	Newport Non-Redeemers	
	3	Camel Redeemers	
	4	Camel Non-Redeemers	
	5	Newport Acute Non-Responders	
	6	Camel Acute Non-Responders	

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Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Can we look at response per vehicle (rate) based on circulation

Unlimited Non-Direct Mail Continuity

Retail, Magazine, Fulfillment Bounceback

Drop Dates: 1/96

Expiration Date: 10/31/96

Findings This Month

- Non-direct mail response is driven mainly by retail programs.
- The number of items ordered via the Unlimited Non-Direct mail vehicles is tracking closely to the number of items ordered for 1995 Gear offered via non-direct vehicles.
- As in direct, the scope is the most popular item to date.

Responders and Responses by Program

Retail

Program #	Program	Unlimited Gear Responder	Unlimited Gear Items Ordered	Avg. Items Ordered	Avg. Miles/ Responder
96200A	Deluxe Catalog at Retail	214,036	641,387	3.0	1,409
96203A	Mini Catalog at Retail	79,365	188,172	2.5	1,148
96206A	Catalog, Non-Workload	2,434	5,604	2.3	1,186
96204A	Catalog, Military	183	445	2.4	1,081
96210B	Catalog, Spanish	2,298	5,215	2.3	1,139
96207A	Catalog, Community	0	0	0	0
96208A	Catalog, Bar Nights	40	67	1.7	834
96211A	Catalog, Urban	524	1,238	2.4	1,320
	Total from Retail	**298,880**	**842,164**	**2.8**	**1,335**

Magazine Orders

96215A	Catalog from Magazine	51,295	109,528	2.1	946

Bounce-back Catalogs

96213A	Catalog from Carton	7,444	18,644	2.5	1,230
96214A	Catalog from Media	640	1,294	2.0	920
96209B	Catalog from Retail	26,469	61,484	2.3	1,091
96205A	Catalog from Fulfillment	18,164	38,615	2.1	1,057

Total from All Non-Direct Mail Programs

	Total	**402,892**	**1,071,729**	**2.6**	**1,254**

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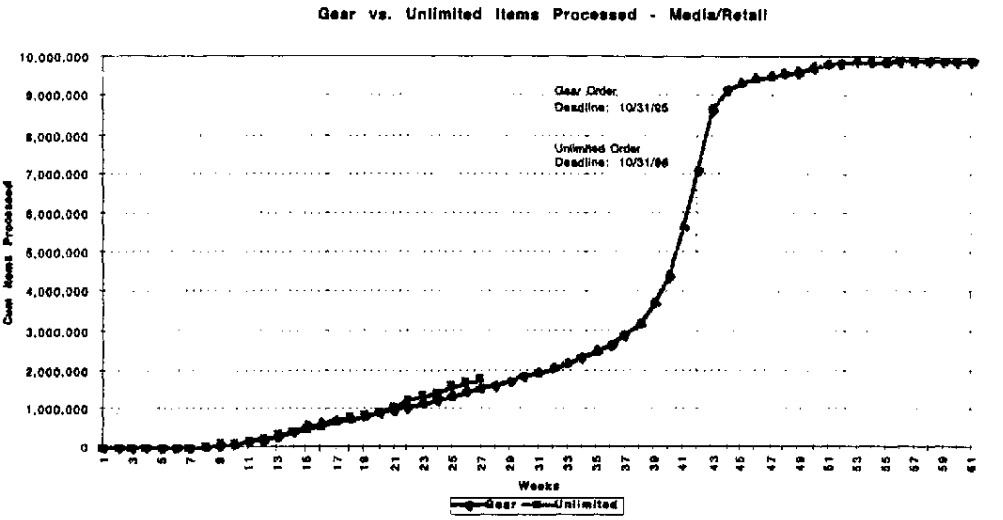
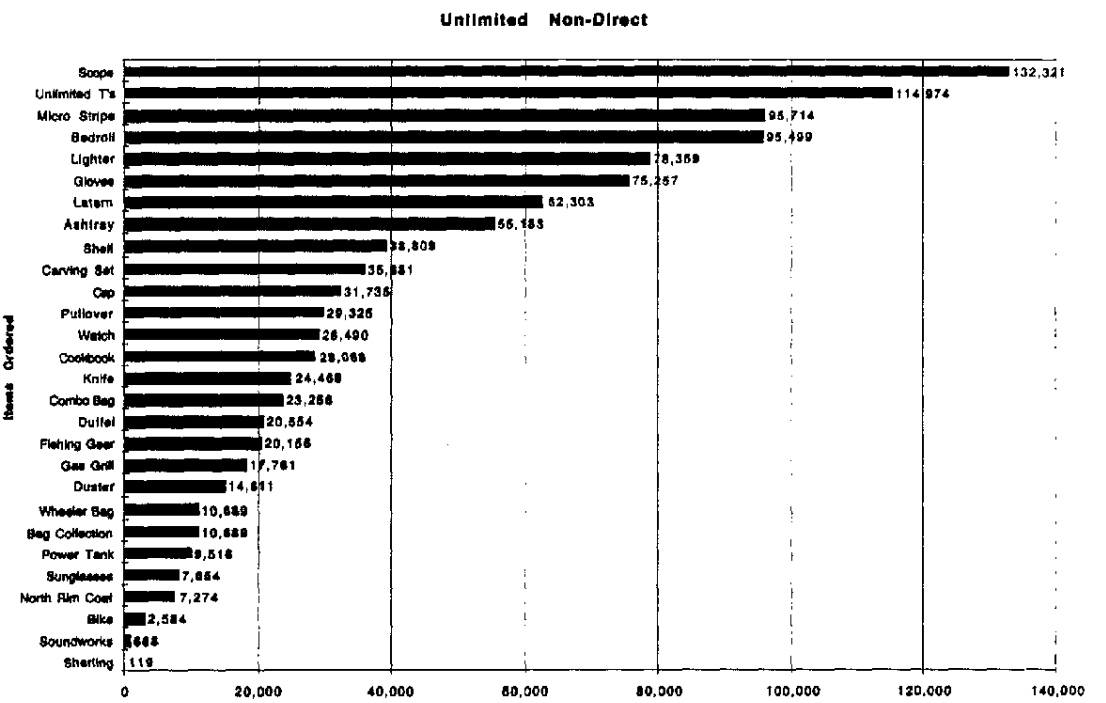
Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Non-Direct Unlimited Gear Response

Unlimited Gear Orders Processed [9]



Unlimited Gear Responses Loaded to the Database



[9] Orders processed are the number of items received and keyed at NeoData, Responses (previous page) are the number of items loaded to the Database.

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Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Unlimited Non-Direct Mail Sweeps

Retail, Magazine, and Events

Drop Dates: 11/95

Expiration Date: 4/31/96

Findings This Month

- The majority of adult smokers entering the Unlimited Sweepstakes through Media and Retail are entering more than once.
- Sweepstakes at Retail are driving the overall response.
- The Unlimited Non-Direct Sweepstakes response continues to track above the Best of the West Sweepstakes program.

Responders and Responses by Program

Program #	Program	Unlimited Sweeps		Avg. Entries/ Responder
		Responder	Responses	
95270A	Sweeps in Magazines	236,459	291,734	1.2
95271A	Sweeps at Retail	617,823	1,944,397	3.1
95273A	Write In Request for Sweeps	5,178	21,075	4.1
95275A	Sweeps at Events	2,075	3,583	1.7
96200A	Sweeps in Retail Catalog	91,807	157,166	1.7
96225A	Spanish Sweeps at Retail	1,755	5,938	3.4
96227A	Spanish Sweeps in Magazine	0	0	0
	Total	955,097	2,423,893	2.5

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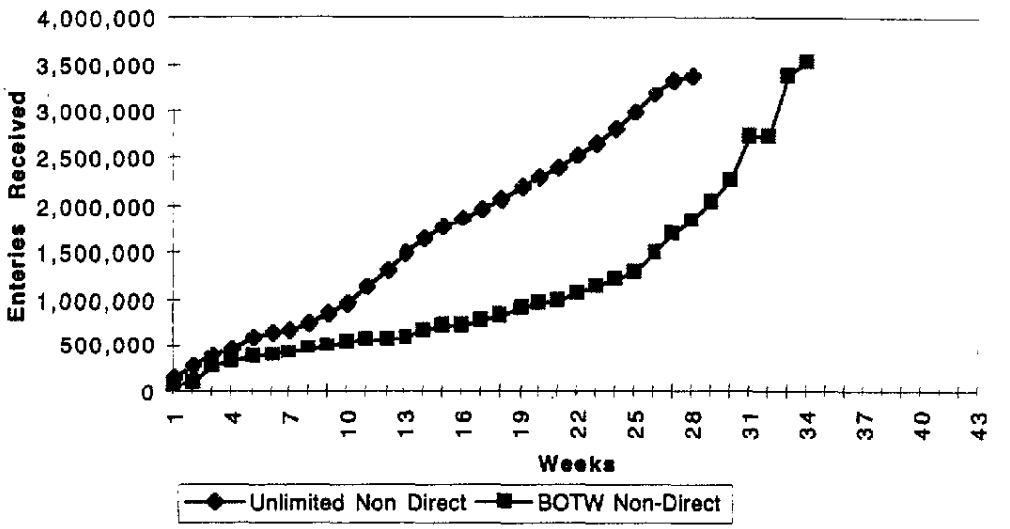
Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Sweeps Entries Received [10]

Unlimited vs. BOTW Sweeps - Non-Direct Mail



[10] Sweeps entries received are the number of sweeps entries received at DL Blair, Responses (previous page) are the number of sweeps entries loaded to the Database.

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Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Unlimited Program

Teaser Mailing

Drop Date: 10/95

Expiration Date: 3/31/96

Program Objective

- Generate incremental volume in Fourth Quarter of 1995 among Key Competitive audiences ((2) $4.00 Off Carton coupons delivered).

Findings This Month

- Newport smokers are not as responsive as Camel and Winston smokers.
- Coupon response indicates that the majority of responders are redeeming both coupons delivered.

Overall Response By Key Audiences

Audience	Available Quantity Mailed	Coupon Responders		Responses	Coupons Redeemed Per Responder
		Responders	Rate		
Winston Smokers	1,334,093	403,380	30.2%	771,225	1.9
Camel Smokers	867,851	229,851	26.8%	440,725	1.9
Newport Smokers	616,110	93609	15.2%	176,094	1.9
Total	2,818,054	726,846	25.8%	1,388,044	1.9

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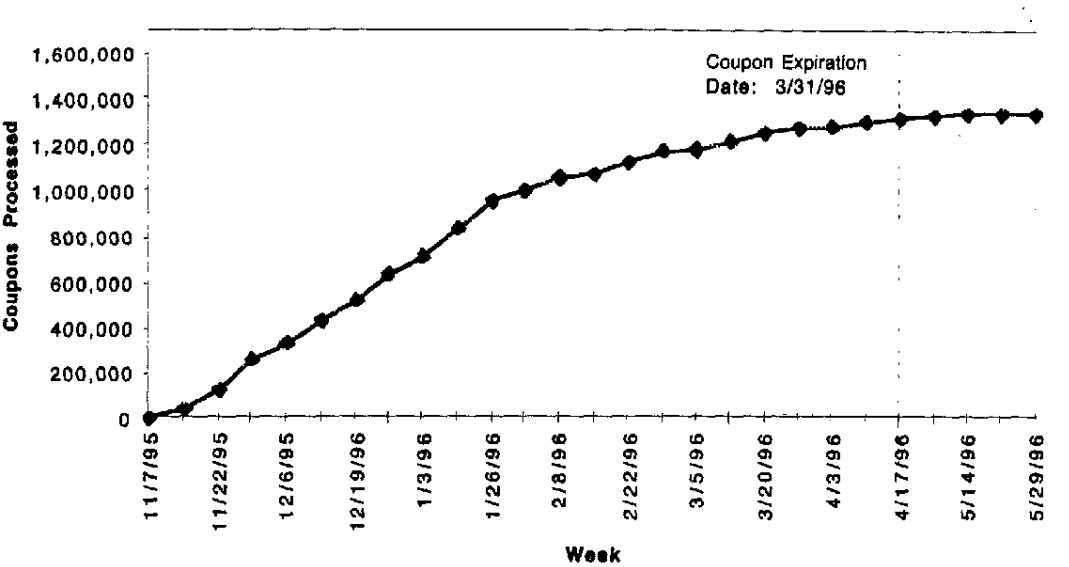
Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004

Coupon Responses

Coupons Processed [11]



Program Background

Audience

Program/ Phase/Cells		Audience	Response Devices
Competitive Smokers			
95286A	1	Winston Smokers	Standard Version:
	2	Camel Smokers	(2) $4.00 Off Carton Coupon
	3	Newport Smokers	Menthol Version: (2) $4.00 Off Carton Coupon

[11] Coupons processed are the number of coupons received and redeemed at CMS, Responses (previous page) are the number of coupons loaded to the Database.

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Source: https://www.industrydocuments.ucsf.edu/docs/lqpm0004